

GENRE ANALYSIS THEORIES IN BACHELOR PAPERS

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The paper presents the results of the cross-sectional empirical research exploring genre theories used by Bachelor students of English Philology and Modern Languages and Business Studies at the University of Latvia. The theoretical basis for this research has been to a large extent grounded in the English for Specific Purposes (ESP), the Systemic Functional and the New Rhetoric Genre Schools. The empirical research method is discourse analysis. For the current paper, ten Bachelor papers defended in the years 2014 and 2015 have been analysed with the aim to reveal the most recurrent theoretical frameworks, research methodology and genres selected for conducting genre analysis in business domains. The author investigated what theories the students have applied, how they have conducted moves and steps analysis in order to define the communicative aims and rhetorical organization of genres in question. The obtained results highlight the significance of the social context for conducting genre analysis. They reveal that the genres in the professional communication network have hierarchical relations, with the business requirements, explaining the business logic of discursive practices, being the dominating one. Moreover, discursive practices facilitate uncovering constitutive intertextual relations and help to explain emerging genres and eliminating obsolete ones. The topicality of the theme is determined by the scarcity of previous research and the practical application of research finding for improving course syllabuses to correspond to labour market needs.